



Course 4, Session 1 Student Notes: Selling Is Serving

Selling as Love in Action, Not a Trick

Big Idea: A sale is the moment you help a person get something they genuinely need. Selling, done right, is love in action, not a trick.

How to use these notes. These are yours to study on your own, before or after the session. Read each section slowly. Under every principle there is a **Notes** space to write what stands out to you, and a **Reflect** question to answer honestly in writing. Keep your Bible nearby. Take about 30 minutes, and end in prayer. Bring your notes and questions to the group. This is the opening session of Course 4, where the honest message you built in Course 3 meets a real conversation.

Open in Prayer

Before you begin, pray this simple prayer, or your own: "Father, You came not to be served but to serve. Heal the way I see selling. Make me a servant in every conversation, more concerned for the other person's good than for my own gain. Amen."

The Scripture for This Session

Read these slowly, out loud if you can:

- **Mark 10:45**, "For even the Son of man came not to be ministered unto, but to minister, and to give his life a ransom for many."
- **Philippians 2:4**, "Look not every man on his own things, but every man also on the things of others."
- **Acts 8:26 to 39** (Philip and the Ethiopian, whom we study below).

Reflect: When was the last time someone sold you something and you walked away genuinely grateful? What did that person do that earned your gratitude?

The Big Picture

Let us name the thing many of us feel out loud, because we have to deal with it before we can go anywhere. For a lot of believers, the word selling makes the stomach turn. It feels pushy, slick, a little dirty. So good,

honest people do one of two things. They avoid selling altogether and stay broke while their best work sits hidden, or they hold their nose and copy the high pressure tactics they secretly hate. There is a third way, and it runs all the way through Scripture.

Here is the reframe that changes everything. A sale is not you taking something from a person. A sale is the moment you help a person get something they genuinely need. When you have something truly good, something that solves a real problem in someone's life, then helping them say yes to it is not a trick. It is a kindness. Selling, done right, is simply serving someone across the finish line of a good decision. Over this session we will look at four truths that reframe selling as service, and study a man in Acts who shows us exactly how it is done. Read each one, write your notes, and answer the reflection.

Principle 1: Selling Is Serving Someone Across the Finish Line of a Good Decision.

Listen to how Jesus described His own mission. "The Son of man came not to be ministered unto, but to minister, and to give his life a ransom for many" (Mark 10:45). The King of glory defined Himself by service. He did not come to be served, He came to serve. If that is the heart of the One we follow, then every conversation where we ask someone to say yes has to carry that same heart.

Paul says it plainly in Philippians 2:4: "Look not every man on his own things, but every man also on the things of others." That single verse, lived out, is the whole difference between selling that feels dirty and selling that feels like love. A sale is not a conquest. It is the moment a person's real need and your genuine offer meet, and you help them cross over into a decision that is good for them. Reframe the goal, and the whole conversation changes.

Reflect: In your selling, have you been trying to win people or to serve them? How would serving change the very next conversation you have?

Notes:

Principle 2: If Your Offer Truly Helps, Not Selling It Is the Unkind Option.

This is the part that sets many believers free. If your offer genuinely helps someone, then staying silent about it is not humility, it is neglect. Think about it plainly. If you held the medicine a person needed and you said nothing because asking felt awkward, that silence would not be gentle. It would be a failure to love.

When you truly believe what you have is good for the person in front of you, serving them includes inviting them to receive it. This is why timidity in selling is not the same thing as virtue. The quiet, hidden offer helps no one. If you have something that solves a real problem, love does not whisper it and hope, love speaks up and offers it clearly, so the person can actually choose. The pressure leaves the room the moment your real goal becomes their good instead of your gain.

Reflect: Where has a belief that selling is dirty kept you silent about something that could genuinely help someone? If your offer is truly good, is it more loving to offer it or to stay quiet?

Notes:

Principle 3: Start by Noticing and Asking, the Way Philip Did, Not by Pitching.

Watch how honest service actually begins. The pushy salesperson talks first and listens never. The serving salesperson notices a real need, asks a real question, and listens until they understand. That is the exact pattern Philip followed with the Ethiopian, and it is the pattern Jesus modeled everywhere He went.

Noticing means you see a person, not a target, a real human with a real problem before you say a word. Asking means you open with curiosity instead of a script, a question that lets the other person tell you where they actually are. When you lead with noticing and asking, the invitation to go further tends to come from them, the way the Ethiopian invited Philip up into the chariot. You are not forcing your way in. You are being attentive enough that the door opens.

Reflect: What is one honest question you could ask a person before you ever describe your offer? Whose real need are you positioned to notice right now, and are you running toward it or away from it?

Notes:

Principle 4: Your Goal Is Their Good, and the Sale Is Where Their Good and Your Offer Meet.

Here is the whole thing in one line. Your goal is the other person's good, and the sale is what happens when their good and your offer meet in the open. No manipulation, no fear, no hidden hook. Just a servant helping someone reach a genuine yes.

That means sometimes the most serving thing you can do is help a person get what they need even when it earns you nothing, because your aim was their good all along. And when their good truly does line up with what you offer, then closing the sale is not you taking, it is the two of you arriving together at the right decision. Keep the goal fixed on their benefit, and everything else about selling gets simpler and cleaner. You will find that when you serve first, the loyalty and the business tend to follow, not because you chased them, but because you genuinely helped.

Reflect: Finish this sentence honestly: "When someone buys from me, the good thing that happens in their life is _____. " If you cannot name that good, what needs to change?

Notes:

The Story: Philip and the Ethiopian (Acts 8:26 to 39)

Read the passage. An angel sends Philip down a desert road, and there he comes upon an Ethiopian official, a man of great authority who has been to Jerusalem to worship and is riding home in his chariot, reading the prophet Isaiah out loud. Watch every move Philip makes, because it is a master class in selling as serving.

First, Philip notices a real need before he says a word. The Spirit nudges him, and Philip runs to the chariot and hears the man reading. He sees a person with a genuine hunger, not a target. Second, Philip asks before he talks. He does not launch a sermon, he asks a question: "Understandest thou what thou readest?" (8:30). And the question lands, because the man answers, "How can I, except some man should guide me?" and invites Philip up beside him. Third, Philip meets the man exactly where he is. The official is sitting in Isaiah 53 and wonders who the prophet means, and "Philip opened his mouth, and began at the same scripture, and preached unto him Jesus" (8:35). He started in the text already open in the man's lap. Fourth, Philip guides the man to his own clear decision and then releases him. They come to water, the man himself says "what doth hinder me to be baptized," he is baptized that very hour, and he "went on his way rejoicing" (8:39). Notice that last detail. The man Philip served drove off rejoicing. That is the fruit of honest selling: the person you served is genuinely glad.

Reflect: The Ethiopian went on his way rejoicing. When was the last time someone you sold to walked away genuinely glad, and what made the difference?

Notes:

Put It Into Practice

1. Write your serving sentence. In one line, finish this: "When someone buys from me, the good thing that happens in their life is ____." Keep it specific and honest. This sentence is the heart of everything else in this course.

2. This week's assignment. Have one conversation where your only goal is to help the person, with no agenda to close anything. Notice a real need, ask before you talk, and listen. Then write one sentence about how the pressure changed once serving became the goal.

The conversation I will have:

What changed when serving was my only goal:

Go Deeper (Optional)

- **Read:** *The Go-Giver* by Bob Burg and John David Mann.
 - **Listen:** the *B.O.S.S. Moves Podcast* by Dr. Myron Golden.
 - **Study:** Mark 10:45; Philippians 2:4; Acts 8:26 to 39. Consider the way Zappos built a large business by training its team to help customers even when helping meant losing the sale, trusting that service earns loyalty.
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Close in Prayer

"Father, thank You that Your Son came to serve and not to be served. Take away my fear and my hangups about selling, and replace them with a servant's heart. Help me this week to notice real needs, to ask before I talk, and to care more about the good of the person in front of me than about my own gain, so that my selling becomes an act of love. In Jesus' name, Amen."

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